

# Wi-Fi Analytics Market Research | USD 31.01 Billion by 2026 at Growth Rate of 23.8%

*Increased public Wi-Fi deployment, mobile phone proliferation, & increased investment in Wi-Fi analytics are projected to fuel growth of Wi-Fi analytics market.*

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/EINPresswire.com/ -- The global [Wi-Fi analytics market](#) was valued at \$5.64 billion in 2018 and is expected to increase at a CAGR of 23.8% from 2019 to 2026, reaching \$31.01 billion by 2026.



Wi-Fi analytics is the use of Wi-Fi networks to gather data from Wi-Fi devices such as smartphones and laptops, which offers detailed information about the device's behavior. This device behavior information comprises information from the Wi-Fi network's coverage area as well as activity performed via the Wi-Fi network's internet connection.

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Key Trends in Wi-Fi analytics market:

- **Location-based services:** Location-based services are becoming increasingly popular in the Wi-Fi analytics market. These services use Wi-Fi data to provide location-based insights, such as foot traffic patterns, customer dwell times, and popular areas within a venue.
- **Personalized marketing:** Wi-Fi analytics is enabling businesses to personalize marketing efforts by analyzing customer behavior and preferences. By collecting and analyzing Wi-Fi data, businesses can provide targeted marketing messages and promotions to customers based on their interests and preferences.
- **Integration with other technologies:** Wi-Fi analytics is being integrated with other technologies,

such as artificial intelligence (AI) and the Internet of Things (IoT), to provide more advanced analytics capabilities. For example, Wi-Fi data can be combined with AI algorithms to provide predictive analytics, enabling businesses to anticipate customer behavior and make informed decisions.

- Cloud-based solutions: Cloud-based solutions are becoming increasingly popular in the Wi-Fi analytics market. Cloud-based solutions enable businesses to access Wi-Fi analytics data from anywhere, at any time, and provide real-time insights into customer behavior.
- Privacy and data security: As Wi-Fi analytics becomes more prevalent, privacy and data security are becoming increasingly important. Businesses are required to comply with regulations such as GDPR and CCPA to protect customer data privacy. Wi-Fi analytics providers are offering solutions that ensure data security and privacy compliance.

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Factors driving the demand for Wi-Fi analytics:

- Increasing use of mobile devices: With the increasing use of mobile devices, more people are connecting to Wi-Fi networks, providing businesses with a wealth of data that can be analyzed to gain insights into customer behavior.
- Need for personalized experiences: Customers are increasingly seeking personalized experiences, and businesses are using Wi-Fi analytics to gain insights into customer behavior and preferences to provide personalized services and products.
- Growing competition: Businesses are facing growing competition, and Wi-Fi analytics is helping them stay ahead of the competition by providing insights that enable them to make informed decisions and optimize customer experiences.
- Increasing demand for data-driven decision-making: With the increasing amount of data being generated by businesses, data-driven decision-making is becoming increasingly important. Wi-Fi analytics provides businesses with the data and insights they need to make informed decisions.
- Emergence of IoT and AI: The emergence of IoT and AI is driving the demand for Wi-Fi analytics. By combining Wi-Fi data with other data sources and using AI algorithms, businesses can gain insights that were previously impossible to obtain.

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North America dominated the global Wi-Fi analytics market in 2018, and this trend is projected to continue over the forecast period. The presence of a significant number of Wi-Fi analytics

companies, the ongoing deployment of advanced technologies for enticing customers in retail, and a high level of awareness about targeted marketing are the primary factors driving the market in North America.

The global Wi-Fi analytics market analysis includes some of the key market players such as SAP SE, Oracle, SAS Institute, Teradata, Tibco, Adobe, Cisco, IBM, Tableau, and Sisense.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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